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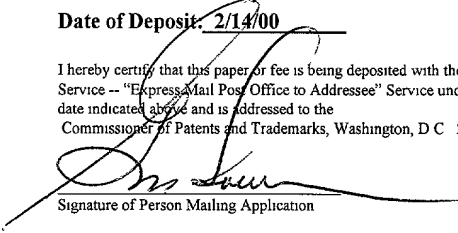
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Signature of Person Mailing Application

Gregory M. Howison
Typed or Printed Name

Sir:

Transmitted herewith for filing is the patent application
of:

Inventor(s): William Y. Hall

For: FUEL DISPENSER WITH
VIDEO DISPLAY
ADVERTISING

Enclosed are:

5 sheet(s) of informal drawings.

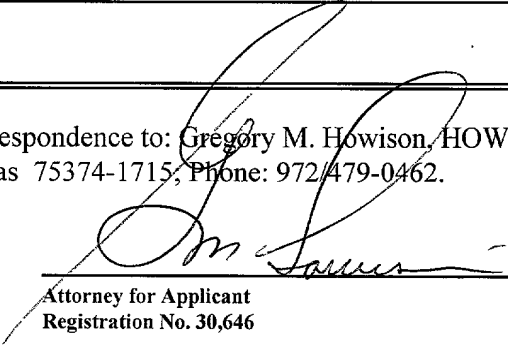
An unexecuted Declaration and Power of Attorney

An unexecuted Statement Claiming Small Entity Status -- Small Business Concern

FEE CALCULATION					FEE
	No.		No. Extra	Rate	Basic Fee \$345.00
Total Claims	30	- 20 =	10	X \$ 9	\$90.00
Independent Claims	2	- 3 =	0	X \$ 39	\$00.00
Total Filing Fee					\$435.00
Assignment Recording Fee					\$ 00.00
TOTAL FEES					\$435.00

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2/14/00
Date


Attorney for Applicant
Registration No. 30,646

**STATEMENT CLAIMING SMALL ENTITY STATUS --
SMALL BUSINESS CONCERN**

I hereby declare that I am an official of the small business concern identified below and am empowered to act on behalf of the concern:

Billboard Video, Inc.
 30 Windsor Ridge
 Stonebriar
 Frisco, Texas 75034

I hereby declare that the above-identified small business concern qualifies as a small business concern as defined in 37 C.F.R. § 1.9 (d), for purposes of paying reduced fees, in that (1) the number of employees of the concern including those of its affiliates, does not exceed 500 persons, and (2) the concern has not assigned, granted, conveyed, or licensed, and is under no obligation under contract or law to assign, grant, convey or license, any rights in the below-identified invention to any person who could not be classified as an independent inventor if the person had made the invention, or to any concern which would not qualify as a small business concern or as a nonprofit organization. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that exclusive rights to the invention have been conveyed to and remain with the small business concern identified above with regard to the invention, entitled
FUEL DISPENSER WITH VIDEO DISPLAY ADVERTISING

and for which application for Letters Patent of the United States is to be filed of even date herewith by inventor(s), William Y. Hall.

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small business entity is no longer appropriate. (37 C.F.R. § 1.29 (b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of the application or any patent issuing thereon.

Billboard Video, Inc.

By: _____
 William Y. Hall

Its: President

Date: _____

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[illegible]

Inventor(s):

William Y. Hall

Express Mail No.

FILE NO. BLBV-24,759

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

FUEL DISPENSER WITH VIDEO DISPLAY ADVERTISING

TECHNICAL FIELD OF THE INVENTION

This invention is related to fuel dispensers and, more particularly to fuel dispensers having wireless communication and audio/video presentation capabilities.

BACKGROUND OF THE INVENTION

Technological advances in communication architectures have impacted consumers in many ways. With an increasing number of consumers becoming “connected” by either owning cell phones, pagers, facsimile (fax) machines, or linking with global communication networks, the potential for reaching these consumers with advertising becomes an increasing reality. For example, a consumer who has a fax machine connected at their home or office can receive a random call any time of day or night, which eventually results in a piece of paper in the output tray relating to some unsolicited product or service. Similarly, consumers who connect to and browse the most popular global communication network, the Internet, are bombarded with advertising on nearly every web page they view. The potential return on investment in advertising dollars from these technological applications is enormous. Therefore, the capability of placing advertising in front of the consumer as often as possible is a most desirable goal. In this fast-paced society, the capability of capturing the attention of a customer for only a few moments can provide a significant return on advertising investment dollars. Factor in the capability of focusing the advertising to the individual customer, and the potential for return increases even more.

One area ripe for this innovative application is fuel dispensers. When a customer pulls in to a gasoline station to fuel-up, several minutes of “idle” time are available for advertising to the customer. However, existing fuel dispenser systems are limited in that either the advertising is fixed to poles and the fuel pump chassis where the attention span of the customer is such that he or she may notice the advertisements only in a passing glance. More sophisticated fuel dispenser systems play audio messaging or a rudimentary video presentation to hopefully capture the customer’s attention for more business. Furthermore, the implementation and maintenance of such systems is costly in that changes are manually intensive to

replace placards and to change the programming piped to the fuel pump. It is therefore desirable to provide a fuel dispenser advertising system which targets the individual customer in order capture his or her attention, and is easy to implement and maintain.

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SUMMARY OF THE INVENTION

The present invention disclosed and claimed herein, in one aspect thereof, comprises a method of advertising during a fuel dispensing operation. One or more fuel dispenser systems at one or more fuel dispensing locations are provided for dispensing fuel to a customer during a fuel dispensing operation. Customer profile information of the customer is transmitted from a central location to the one or more fuel dispensing locations. The customer profile information is used to generate individualized programming information for presentation to the customer during the fuel dispensing operation.

BRIEF DESCRIPTION OF THE DRAWINGS

For a more complete understanding of the present invention and the advantages thereof, reference is now made to the following description taken in conjunction with the accompanying Drawings in which:

5 FIGURE 1 illustrates a general block diagram of the fuel dispenser display advertising system, according to a disclosed embodiment;

 FIGURE 2 illustrates a more detailed block diagram of the fuel dispenser advertising system;

10 FIGURE 3 illustrates a general block diagram of the centralized communication system according to a disclosed embodiment;

 FIGURE 4 illustrates an alternative embodiment for communicating between the central office and the local office fuel dispenser systems;

 FIGURE 5 illustrates a programming structure which is generated for presentation to the customer during the fuel dispensing operation;

15 FIGURE 6 illustrates a flowchart of the process of providing advertising to a customer at a fuel dispenser, according to a disclosed embodiment;

 FIGURE 7 illustrates a flowchart of the process for obtaining fuel from the perspective of the customer; and

 FIGURE 8 illustrates a transmission data packet.

DETAILED DESCRIPTION OF THE INVENTION

Referring now to FIGURE 1, there is illustrated a general block diagram of the fuel dispenser display advertising system, according to a disclosed embodiment. A fuel dispenser system 100 is shown at a fuel dispensing location having a display 102 and audio speakers 103 for presenting information to a customer parked next to the fuel dispenser 100 during fueling operations. The fuel dispenser 100 also has a keypad 104 for allowing input by the customer for selection of various options, e.g., the method of payment. The fuel dispenser 100 also comprises a card slot 106 (may also be a card swipe unit) into which a customer may insert a credit card or other card having a readable magnetic (or optical) strip to pay for the fuel which was dispensed, or any other function provided by the insertion of a card having a readable magnetic strip. The fuel dispenser 100 has a fuel nozzle assembly 108 for dispensing of the fuel into the customer's vehicle.

Communication between the fuel dispensing location having the fuel dispenser system 100 and a central office (CO) 110 is via a wireless communication system using antennas 112. The central office 110 also has associated therewith a CO storage device 114 for storing update information, customer profile information, and other store account information. The update information comprises news, weather information, sports, road condition information, etc., that a customer would find interesting during the fueling process. The customer profile information is obtained during an initial registration process for becoming a member of, for example, a loyalty program, a program which offers rewards or product discounts for frequenting the particular retail store or chain of stores for the purchase of fuel and other goods or services. Account information is obtained and stored according to the products or services the customer purchased at the participating store(s) to the loyalty program. The account information tracks the customer's buying habits at the participating store(s) and feeds this information back to the central office 110 in

order to alter the programmed advertising to more accurately align updates, advertising, and product promotions with the customer's interests. Since the customer will be focused on the preferred updates, advertising can then be interjected while the customer is being attentive.

5 Therefore, when a customer enters a station to purchase fuel, he or she removes the nozzle assembly 108 from the fuel dispenser system 100 and inserts the nozzle into the vehicle gas tank opening. Removal of the nozzle assembly 108 from the fuel dispenser 100 is sensed by a sensor which triggers a signal to the fuel dispenser 100 control system that a customer is about to dispense fuel. The customer is then prompted by the display 102 to input a loyalty identification (ID) number prior to the fueling operation beginning. (Of course, if the customer is not participating in the program, he or she can simply fuel the vehicle and view or listen to the advertising as presented.) (Note that the customer need not be required to enroll in a loyalty program, but the disclosed architecture can be used for any customer when the customer provides some unique number which can be associated with only that customer. For example, a driver's license number, a social security number, a postal zip, code, etc., can be used to uniquely identify the customer. As long as the customer inputs a number which can uniquely identify him or her, fueling and point-of-sale transactions can be recorded and used to provide individualized programming to the customer.) The loyalty ID number can be input using keypad 104 or alternatively, an issued card which will fit into the card slot 106 where it can be read magnetically (or optically). After the user has input the loyalty ID number, the ID number is transmitted via the wireless transmission system 112 back to the central office 110 to obtain user profile information stored on the CO storage device 114. A matching operation is performed at the central office 110 using the loyalty ID to obtain a customer profile stored on the CO storage device 114. Once retrieved, the profile information is transmitted back to the fuel dispenser system 100 and

processed such that advertising and updates are provided to the customer based upon the customer profile obtained from the CO storage device database 114.

Alternatively, the fuel dispenser system 100 at the fuel dispensing location can be connected to a local office (LO) computer system 116 which has a LO storage device 118 associated therewith. In this scenario, when the customer removes the nozzle assembly 108 from the fuel dispenser system 100, the fuel dispenser system 100 notifies the LO computer system 116 that a fuel dispensing transaction is about to commence. After input of the loyalty ID number by the customer, the loyalty ID is transmitted across a connection 120 to the LO computer system 116, which then transmits the loyalty ID via a transmitter/receiver interface device 122 and an antenna 124 to the central office 110. The central office 110 then responds in a similar manner by performing a lookup operation on the CO storage database 114 to obtain the customer profile. The customer profile is then transmitted back to the LO computer system 116 via a wireless transmission route using one of the antennas 112 to the antenna 124, or directly to the fuel dispenser system 100 using the antenna pairs 112.

Therefore, as the customer is performing the fueling operation, the fuel dispenser system 100 is running programming based upon the customer profile. The programming is in the form of commercials or product promotions provided by the gasoline station/convenience store, and also updates of, for example, news, weather, sports, road conditions, etc. When the customer has completed the fueling operation, he or she inserts the nozzle assembly 108 back into the fuel dispenser system 100. This triggers a sensor to “wind down” the programming by presenting a closing message to the customer.

Referring now to FIGURE 2, there is illustrated a more detailed block diagram of the fuel dispenser advertising system. The fuel dispenser 100 comprises a

CPU 200 which provides monitor and control functions for all aspects of system operation. Connected to the CPU 200 is a fueling system 202 which pumps and monitors the amount of fuel the customer is dispensing, a memory 204 for storing information during operation of the CPU 200, one or more sensors 206 for sensing the insertion or removal of the nozzle assembly 108 (and other sensors used for any number of functions to enhance the fuel dispensing experience of the customer). A keypad/card input system 208 is provided for insertion and reading of magnetic (or optical) credit card or loyalty card data to the CPU 200. The presentation output portion of the fuel dispenser system 100 comprises the display 102 and speakers 103 for providing an audio/visual effect corresponding to the programming information generated for the customer during dispensing of the fuel.. A video interface 210 provides the interface between the CPU 200 and the display 102, and an audio interface 211 provides the audio signal coupling between the speakers 103 and the CPU 200.

The CPU 200 also has associated therewith a fuel dispenser (FD) storage unit 212 for storing data relevant to the current customer transaction, and also data that has been downloaded from the central office 110 or even from the LO computer system 116. The CPU 200 also interfaces to a transmitter/receiver 214 which provides the transmission means for the wireless communications to the central office 110 or other locations equipped to communicate therewith. As mentioned hereinabove, the fuel dispenser system 100 may also be connected via a hard wire connection 120 through an interface 216 to the LO computer system 116. Therefore, in operation, the central office 110, after receiving the initial registration information of the customer, stores the customer profile information on the CO storage device 114. On a regular basis (e.g., daily in the disclosed example), the central office 110 transmits via the wireless transmission system 112 to the fuel dispenser system 100, programming which includes commercials related to promotional discounts, and updates comprising news, weather, sports, travel information, etc. This information

is stored on the FD storage device 212 for later retrieval during customer dispensing of fuel.

Alternatively, the central office 110 can transmit this information directly to the LO computer system 116 via the wireless system to the antenna 124 for storage on the LO storage unit 118. In this scenario, the LO computer system 116 then transmits the programming information across the connection 120 to the fuel dispenser system 100 for storage on the FD storage unit 212. As indicated hereinabove, when a customer stops to purchase fuel, he or she inputs the loyalty ID number which triggers download from the central office 110 of the customer profile to the fuel dispenser system 100. The customer profile is encoded in a series of bits (a profile word) which merge into the regular programming provided by the central office 110 to provide individualized programming to the customer during the fuel dispensing operation. For example, during initial registration into the loyalty card program, if the customer indicated that he or she preferred travel information over news, weather or sports, then the programming presented to the customer during the fuel dispensing operation would be primarily focused on travel information. Alternatively, the customized programming can be prioritized according to what the customer indicated that he or she would want to see first, second or third. Similarly, the product promotions can be customized according to customer preferences, in that, if a customer prefers sporting activities over restaurants, then the customized programming can advertise sporting goods or events over those items related to restaurants during the fuel dispensing operation.

Also provided is a system whereby the customer may alter or change the programming during the fuel dispensing operation. For example, if the customer originally indicated during registration in the loyalty card program that he or she desired to see sports over news and weather, but later changed his or her mind to prefer travel information over sports, he or she could input this information during

the fuel dispensing operation to alter the programming for that particular moment in time, and any future stops at participating fueling merchants. The change(s) in customer preferences could then be stored on the fuel dispenser system 100 storage unit 212, and later uploaded through the wireless transmission system 112 to the central office 110. This modified user profile can then be downloaded for the customer the next time he or she purchases fuel at any of the affiliated fuel dispensers 100 in operation in a wide variety of geographic locations. Similarly, if after the fuel dispensing operation, the customer enters the associated convenience or retail store and makes subsequent purchases at a point-of-sale system 218, the sales information can also be transmitted to the local office system 116 and stored on the LO storage unit 118. Subsequently, this information can also be uploaded to the central office system 110 either through the wireless transmissions system 112 or via the antenna 124 to the central office 110.

As indicated by dotted lines, the LO computer system 116 can be connected to the central office 110 via a public switch telephone network (PSTN) 220 to upload user preference and purchasing information to the central office 110. It can be appreciated that a more sophisticated implementation could control the dispensing of fuel with the programming. For example, when advertising related product promotions local to the gas station is presented to the customer, the CPU 200 could be programmed to slow down the pumping speed to allow more time for the advertising to complete. The pumping speed could then be increased when update information is being presented. With the disclosed architecture, any variations in programming could be provided to optimize the amount of advertising presented to the customer without unduly delaying the customer during fueling operations.

Referring now to FIGURE 3, there is illustrated a general block diagram of the centralized communication system, according to a disclosed embodiment. Disclosed is a two-way communications system between the central office 110 and

one or more fuel dispensing systems 300, 302, 304, 306. The wireless communication system can be any conventional digital or analog wireless technology. The fuel dispensing systems 300, 302, 304, and 306 comprise the same capabilities of the fuel dispenser system 100 mentioned hereinabove. In operation,

5 the central office 110 provides periodic downloads of programming information to the fuel dispenser systems 300, 302, 304, and 306 comprising update information and promotional product information. In order to provide the most appealing information to the customer, it can be appreciated that update information is downloaded to the fuel dispensing systems 100 (or the fuel dispensing locations) daily, since news,

10 weather, sports, road conditions, etc., are of daily interest to most customers. Similarly, when a customer chooses to purchase fuel at the fuel dispenser 302, and inserts a loyalty ID number (or unique number) into the respective fuel dispenser system 302, this information is transmitted over the wireless system 308 to the central office 110 to obtain the user profile information. The central office 110 then

15 obtains the user profile information and generates a profile data word having bits which indicate the particular preferences indicated by the customer during the initial registration, and after subsequent use, updated customer transaction information. This data is then addressed to be transmitted to the respective fuel dispenser system 302 to provide individualized advertising and programming to the customer during

20 the fuel dispensing operation.

Referring now to FIGURE 4, there is illustrated an alternative embodiment for communicating between the central office 110 and the local office fuel dispenser systems 100. This embodiment discloses a communication method using a packet-switched global communication network (GCN) 400 in place of the wireless

25 communication system discussed hereinabove. When a customer chooses to purchase fuel at a first fuel dispenser 400 (the fuel dispensers 400, 402 and 406 having all the capabilities of fuel dispenser 100), he or she enters the loyalty ID number (or a unique number) which is transmitted from the fuel dispenser system

400 to the LO computer system 116 across the GCN 400 to the central office 110. The central office 110 then performs a lookup operation on the CO storage database 114 to match the loyalty ID number with the respective customer profile. Upon obtaining the customer profile from the CO storage database 114, a profile data word is generated and transmitted back across the GCN 400 via the local office system 116 to the respective fuel dispenser system 400. This information is then presented to the customer during the fuel dispensing operation. After the customer has finished dispensing fuel, or perhaps changed any preferences or the programming during the dispensing operation, this post-fueling information is then transmitted back to the local office system 116. This post-fueling information may be shipped either via the GCN 400 to the central office 110, or via the PSTN 220 to a CO backoffice system 402. The CO backoffice system 402 then passes the post-fueling information to the central office system 110 for storage on the CO storage device 114, for future reference.

It can be appreciated that in the disclosed embodiment providing access to the GCN 400, the customer can now be provided short-term access to all of the capabilities provided by such a network. For example, after inputting the loyalty ID and beginning the fueling operation, the customer may be provided messaging similar to e-mail such that personal messages may be sent to the specific fuel dispenser system 100 in use by the customer, and presented to the customer. Conventional messaging software and chat software can be implemented to provide short-term messaging while the fueling operation is being performed. The sophistication in the interactive capabilities provided to the customer by the fueling system 100 are numerous.

Referring now to FIGURE 5, there is illustrated a programming structure which is generated for presentation to the customer during the fuel dispensing operation. The programming structure is generated by merging update information,

and advertising information in accordance with customer preferences stored in the customer profile. The programming comprises audio and video (visual) information, and may be provided in conventional formats such as MPEG (Moving Pictures Experts Group), which are conducive to many conventional transmission technologies. During initial registration by the customer into the loyalty program, the customer was requested to enter information according to a number of topics provided on the registration form. The registration form is designed to elicit customer responses under several categories which will ultimately determine the basic structure of programming presented to the customer during the fueling operation. In one example, the resultant programming comprises an introductory commercial 500 which is displayed to the customer as soon as the nozzle assembly 108 is removed from the fuel dispenser system 100. The introductory commercial could also be triggered by a proximity sensor which senses the presence of a vehicle parked close to the fuel dispenser system 100. Using the proximity sensor, the introductory commercial is initiated before the customer has to remove the nozzle assembly 108 from the fuel dispenser system 100. The introductory commercial 500 is followed by, in this particular example, a news segment 502. The news segment 502 is followed by a second commercial 504, which may direct the customer's attention to promotional products available for purchase at the convenience or retail store associated with the fuel dispensing system 100. Note that advertising can be interspersed, or layered in any fashion with the daily update information in order to maintain user attention during the fuel dispensing process.

The second commercial 504 is followed by a second update related to a weather segment 506, which is followed by a third commercial 508 and an update portion related to a sports segment 510. The programming continues until the fuel dispensing process is completed, as initiated by the customer placing the nozzle assembly 108 into the fuel dispenser system 100. At this point, the programming will jump to an end-of-fueling commercial which is then presented to the customer as

a "Thank You" for purchasing fuel (or other products or services). If the fuel dispensing process is of such a duration that the programming is completed, it then loops back to an initial starting point and replays the information over. Note that initially, the structure of the programming is based upon the user preferences
 5 obtained during the initial registration of the customer into the loyalty program. In that the amount of time consumed during the fuel dispensing operation may be short, the programming is customized such that the commercials and update information are provided in a priority structure. It is possible to request that the customer provide input as to the approximate amount of fuel to be purchased such that the
 10 programming may be operated dynamically to finish at about the time the customer completes the fueling operation.

As mentioned hereinabove, the programming structure is customized according to the customer profile. Therefore, the general layout of the programming structure can remain the same with advertising interspersed among update
 15 information. However, the order of the update information (news 502, weather 506, sports 510, etc.) can be prioritized according to customer preferences listed in the customer profile. Furthermore, the fuel dispensing system 100 is operable to receive customer input during the fueling operation to change the order of the update information. This change in the order of update information is then recorded and
 20 transmitted back to the central office 110 to provide an update to the customer profile preferences the next time the customer purchases fuel.

The advertising can also be provided such that certain commercials are controlled by the central office 110 and other commercials are controlled by the local office. For example, the second commercial 504 may provide advertising about a
 25 corporate entity which owns the one or more local offices, while the third commercial 508 is reserved for advertising of the local office. The commercials can also be posted according to realtime activities by the customer. For example, if the

customer is purchasing a high-grade fuel (more expensive), the fuel dispenser system 100 can react to this and alter the programming for advertising more expensive products. This feature can also be based upon what the customer purchases at the point-of-sale location, and also by the type of payment method. For example, if the customer pays for fuel using a “platinum” credit card, programming can be immediately altered to reflect advertising directed to more expensive products.

Similarly, the commercial advertising segments (504, 508, etc.) can be prioritized according to the customer profile. In order to attract the customer’s attention to a product promotion, it is important to provide advertising which closely aligns with the highest activity of interest, as provided by the customer during initial registration into the loyalty program. For example, if the customer indicated during initial registration that he or she preferred outdoor activities, the retail store associated with the fuel dispenser 100 can focus advertising for this particular customer on foods, drinks, magazines, etc., commonly associated with such outdoor activities. The advertising may also be directed to other associated retail stores along a certain route that the customer may be traveling, in order to induce the customer to visit such stores during the commute or long trip. The programming could also provide music of the variety indicated by the customer. The targeted advertising content is not limited by the products and services offered for sale by the associated retail store or chain of stores, but can be anything.

Referring now to FIGURE 6, there is illustrated a flowchart of the process of providing advertising to a customer at a fuel dispenser. Flow begins at a starting point and moves to a function block 600 where the central office 110 obtains daily updates of news, weather, sports, road conditions, etc., for insertion into the daily programming information provided to customers. Flow then moves to a function block 602 where the central office 110 obtains a file of product promotions that has been generated for that particular day. Note that the promotions may be related to a

corporate-wide promotion, in which case the central office 110 would transmit this information to many locations affiliated with the loyalty program (or disclosed architecture). Alternatively, the promotions could also be related only to a specific fuel dispensing location (i.e., local office), in which case the file is transmitted to only a single fuel dispensing location. Geography could be a factor in transmitting the file to a specific number of fuel dispensing locations only in that geographic area. Flow then moves to a function block 604 where the central office 110 transmits the daily updates and product promotions information to one or more fuel dispenser systems 100 (or locations) for storage on the respective fuel dispenser storage device 212 (or LO storage device 118). Flow is then to a decision block 606 where a determination is made as to whether the customer has input a loyalty ID. If not, flow is out the “N” path and loops back to the input of a decision block 606 to continue monitoring the keypad/card input system 208 for the input from the customer.

If the customer has input the loyalty ID information, flow is out the “Y” path to a function block 608 where the loyalty ID is transmitted back to the central office 110 to access a customer profile database. Flow is then to a decision block 610 in order to perform a matching operation between the loyalty ID and the variety of customer profiles stored on the CO storage database 114. If a match has not occurred, flow is out the “N” path to a function block 612 where a message is returned to the customer indicating that the loyalty ID needs to be either re-entered or it is invalid. If a match has occurred, flow is out the “Y” path to a function block 614 where the customer profile information is converted to a digital profile word. The profile word represents all of the preferences of the customer as stipulated during the registration period, customer preference updates provided at the fuel dispenser system 100 while dispensing fuel, and updates made according to customer purchases at affiliated points-of-sale, and methods and types of payment after the initial registration. Other factors may be monitored and recorded to more closely

track customer activity while at the affiliated dispensing locations. These factors can then be fed back to the central office 110 to update the customer profile.

The profile word is then transmitted to the customer fuel dispensing system 100, as indicated in function block 616. Note that the profile word may be transmitted to any location connected to the fuel dispenser system 100. For example, it may be transmitted to the local office system 116 where it is processed to arrive at the programming information. The programming information can then be transmitted to the fuel dispenser system 100 for presentation to the customer during the fuel dispensing operation. It can be appreciated that a copy of the customer profile information can be stored locally on the LO storage device 118 in response to the customer establishing a trend of purchasing fuel at the particular location. This is similar to a “caching” operation where data that is accessed more frequently is stored locally such that it can be accessed and processed more quickly than the process of transmitting the loyalty ID to the central office 110, performing conversion there, and then transmitting it back to the local office for generation of the programming information. In this way, input of the loyalty ID results in the LO storage device 118 being checked first for the profile information. This feature also provides a backup in case the transmission link to the central office 110 is inoperative. Similarly, the customer profile information may be cached at the fuel dispenser system 100; since the customer may return to this location in the future (in those scenarios where only one fuel dispenser system 100 exists). In that way, the profile information can be cached at the fuel dispenser system 100 and need not be downloaded again unless updates to the user profile have been provided. If the customer fails to establish a trend of purchasing fuel at a particular fuel dispensing location, the downloaded profile word can simply be deleted after an extended period of time.

With the update and advertising information already having been transmitted earlier, the only data transmission from the central office 110 to the fuel dispensing

location at the time of the fuel dispensing operation is the profile word. Flow is then to a function block 618 where the flag word is decoded in order to generate the programming to be presented to the customer. Flow is then to a function block 620 where updates are retrieved according to the particular profile bits set for this customer. Commercials or advertising are then retrieved and merged into the final programming structure according to bits set in the profile word, as indicated in function block 622. Flow is then to a function block 624 where the updates and commercials are merged into a program and presented to the customer at the fuel dispenser display 102. Note that audio speakers are provided for accommodating audio output signals of the program.

Flow is then to a decision block 626 to monitor whether the customer has chosen to modify the programming during this time. For example, if the customer chooses to watch or check on road conditions first, instead of watching the news as initially stipulated during the registration process, he or she may make a selection to change the output of the programming to immediately view the road condition information. Similarly, the customer may choose to look at sports as opposed to news, which was originally scheduled to be of higher priority during the fueling operation for this particular customer. Therefore, if a customer has chosen to make a change in the programming during the fueling operation, flow is out the “Y” path of decision block 626 to a function block 628 where the changes cause presentation of certain aspects of the programming to be altered such that updates are presented to the customer according to the customer’s desires. (It can also be provided that the customer be allowed to alter the presentation of the advertising.) Flow is then to a decision block 630 to determine if the fueling process is completed. If a customer has not finished fueling, flow is out the “N” path back to the input of function block 628 to continue with the presentation of the programming to the customer. On the other hand, if the fueling process is completed, flow is out the “Y” path to a function block 632 to store aspects of customer activities, which in this case includes changes

to the presentation of the programming, fueling and payment information, and any point-of-sale transactions. This activity information is then used to update the customer profile information. In one embodiment, this information can be transmitted back to the central office 110. Flow then continues to function block 634 where the customer inserts the fuel nozzle assembly 108 back into the fuel dispenser system 110, which triggers an ending message. The process then stops.

If no changes to the presentation of the programming are made by the customer, flow is out the “N” path of decision block 626 to another decision block 636 to determine if a fueling operation has completed. If the fueling operation has not completed, flow is out the “N” path back to the input of function block 624 to continue with the presentation of the programming to the customer. On the other hand, if no changes have been selected by the customer and the fueling operation has been completed, flow is out the “Y” path of decision block 636 to the input of function block 632 to store customer activity information which, in this case, does not include program presentation changes, but comprises fueling and payment information, and any point-of-sale transactions, for ultimate storage and accounting purposes. Flow is then to function block 634 to present the ending message to the customer at the completion of the fueling process. Flow is then to a stopping point.

Referring now to FIGURE 7, there is illustrated a flowchart of the process for obtaining fuel, from the perspective of the customer. The process begins at a starting point and flows to a decision block 700 where a determination is made as to whether the customer has already registered for the loyalty card program. If not, flow is out the “N” path to a function block 702 where the customer enters personal profile information. This registration process may be performed a number of ways, including filling out a hard copy form and mailing the information to the central office 110, entering the personal profile information into an electronic form of a website provided by the central office 110, providing the personal profile information

over the telephone, or faxing the personal information in to the central office 110. Flow is then to a function block 704 where the personal profile information is transmitted to the central office 110. Flow is to a function block 706 where the central office issues a loyalty ID back to the customer, using any of the methods mentioned hereinabove. Flow continues to a function block 708 where the customer stops to fuel up at a fuel dispensing location that is affiliated with the loyalty program. The customer then enters his or her loyalty ID, as indicated in function block 710. The loyalty ID is then transmitted to the central office 110 (in one embodiment), as indicated in function block 712. The customer then selects the type of fuel for dispensing into his or her vehicle, as indicated in function block 714. The customer then selects the method of payment, as indicated in function block 716. As mentioned hereinabove, the method of payment may be by credit card, cash, or any form which is accommodated by the fuel dispenser system 100.

Flow is then to a function block 718 where the customer then begins pumping the fuel. Flow is then to a function block 720 where the programming is presented to the customer, and the customer watches and/or listens to programming as provided on the fuel dispenser display 102. Flow is then to a decision block 722 to determine if the customer has completed the fueling operation. If so, flow is out the "Y" path to a function block 724 where the customer returns the nozzle assembly 108 to the fuel dispenser system 100. As indicated hereinabove, the return of nozzle assembly 108 triggers a sensor 206 which indicates to the CPU 200 that the programming should wind down such that an ending message is presented to the customer. Flow is then to a stopping point.

On the other hand, if the fueling operation is incomplete, flow is out the "N" path of decision block 722 to another decision block 726 to monitor any changes made to the presentation of the programming by the customer. If there are no changes, flow is out the "N" path to the input of function block 720 where the

programming continues. If the customer desires to change the programming, flow is out the “Y” path to a function block 728 where the customer then switches to a selection of one of the updates, for example, news, weather, sports, road conditions, etc. Flow is then back to the input of function block 720 where the programming is played to the customer. Returning to the top of the flowchart, if the customer is a registered loyalty card customer, flow is out the “Y” path of decision block 700 to the input of function block 708 where the customer stops to fuel up. Flow from this point is as was mentioned hereinabove.

Referring now to FIGURE 8, there is illustrated a transmission data packet, according to a disclosed embodiment. The exchange of data between the central office 110 and the one or more fuel dispenser systems 100 comprises one or more data packets carrying the necessary information for the generation of the customized programming for a particular customer. For example, a data packet 800 comprises a header word 802 which uniquely identifies the data packet 800 from other data packets being transmitted using the wireless system. The data packet 800 also contains a fuel dispenser address word 804 which uniquely addresses the specific fuel dispenser 100 to which the data packet 800 is being sent. Each of the one or more fuel dispenser systems 100 affiliated with the loyalty program is uniquely addressable by any of the disclosed communication systems (wireless, packet-switched network, etc.) The data packet also contains a customer profile word 806 which encodes all of the customer preferences. (Other words may be included in the data packet to ensure reliable transmission and receipt of the information.) At the receiving end, the data packet 800 is decoded to extract the fuel dispenser address 804 of the specific fuel dispenser 100. The customer profile word 806 is then extracted and processed by the CPU 200 to merge the customer profile information with update and advertising information. Note that the merging process (or program generation process) is performed at the fuel dispenser 100 in order to reduce the amount of information transmitted through the wireless system. The update and

advertising information is downloaded to all fuel dispensing systems 100 at a designated time of day in order to provide the customer with the most up-to-date information.

5 It is also possible to download the update and advertising information to all local office systems 116, and let the local offices pass the information to the fuel dispenser systems 100. In this case, personnel at the local office may insert or modify the advertising to suit the location and clientele it services. The program generation step is then performed and downloaded from the local office system 116 to the fuel dispenser system 100.

10 Although the preferred embodiment has been described in detail, it should be understood that various changes, substitutions and alterations can be made therein without departing from the spirit and scope of the invention as defined by the appended claims.

WHAT IS CLAIMED IS:

1. A method of advertising during a fuel dispensing operation, comprising the steps of:

providing one or more fuel dispensing locations having one or more fuel dispenser systems for dispensing fuel to a customer;

5 transmitting from a central location to the one or more fuel dispensing locations, customer profile information of the customer; and using the customer profile information to generate programming information for presentation to the customer during the fuel dispensing operation.

2. The method of Claim 1, wherein the step of transmitting is performed using a wireless communication system.

3. The method of Claim 1, wherein the one or more fuel dispenser systems have audio and video presentation capabilities.

4. The method of Claim 1, further comprising the step of transmitting a unique ID to the central location from the fuel dispensing locations, the unique ID associated with the customer and used to perform a matching operation on a central location database to obtain the customer profile information of the customer.

5. The method of Claim 1, wherein the customer profile information is converted into a profile word, which profile word is transmitted to a select one of the one or more fuel dispensing locations from which the customer is dispensing fuel.

6. The method of Claim 5, wherein the profile word is decoded and merged with update and advertising information to generate the programming information.

7. The method of Claim 1, wherein the customer profile information is converted into a profile word, which profile word is transmitted to a select one of the one or more fuel dispenser systems from which the customer is dispensing fuel.

8. The method of Claim 7, wherein the select one of the one or more fuel dispenser systems from which the customer is dispensing fuel uses the profile word to generate the programming information for presentation to the customer during the fueling operation.

9. The method of Claim 1, wherein the programming information comprises update information and advertising information, the update information comprising news, weather, sports, travel, and road condition information, and the advertising information containing product promotions which are related to a select one of the one or more fuel dispensing locations.

10. The method of Claim 1, wherein the programming information is generated at the central location and transmitted to a select one of the one or more fuel dispensing locations for presentation to the customer.

11. The method of Claim 1, wherein the programming information is structured according to priorities stipulated by the customer during registration of the customer into a loyalty program.

12. The method of Claim 1, wherein the customer makes modifications to the programming information during the fuel dispensing operation, and the modifications are transmitted to the central location to update the customer profile information.

13. The method of Claim 1, wherein the customer profile information is updated according to a type of purchase, and one or more methods of making payment for the purchase made by the customer at a point-of-sale system affiliated with the one or more fuel dispensing locations.

14. The method of Claim 1, wherein the step of transmitting transmits the customer profile information to a local office system at the one or more fuel dispensing locations for generation of the programming information, the local office system transmitting the programming information to a select one of the one or more fuel dispensing systems in use by the customer for presentation to the customer during the fuel dispensing operation.

15. The method of Claim 1, wherein each of the one or more fuel dispenser systems is uniquely addressable using a wireless communication system such that the customer profile information is downloaded from the central location to a select one of the one or more fuel dispenser systems from which the customer is dispensing fuel, and modified customer profile information is uploaded from the select one of the one or more fuel dispenser systems to the central location.

16. A system of advertising during a fuel dispensing operation, comprising:

one or more fuel dispensing locations having one or more fuel dispenser systems for dispensing fuel to a customer;

5 a central location for transmitting from said one or more fuel dispensing locations, customer profile information of said customer; and, a display system for using said customer profile information to generate programming information for presentation to said customer during the fuel dispensing operation.

17. The system of Claim 16, wherein a wireless communication system is used to communicate between said central location and said one or more fuel dispensing locations.

18. The system of Claim 16, wherein said one or more fuel dispenser systems have audio and video presentation capabilities.

19. The system of Claim 16, wherein a unique ID is transmitted to said central location from said fuel dispensing location, said unique ID associated with said customer and used to perform a matching operation on a central location database to obtain said customer profile information of said customer.

20. The system of Claim 16, wherein said customer profile information is converted into a profile word, which said profile word is transmitted to a select one of said one or more fuel dispensing locations from which said customer is dispensing fuel.

21. The system of Claim 20, wherein said profile word is decoded and merged with update and advertising information to generate said programming information.

22. The system of Claim 16, wherein said customer profile information is converted into a profile word, which said profile word is transmitted to a select one of said one or more fuel dispenser systems from which said customer is dispensing fuel.

23. The system of Claim 22, wherein said select one of said one or more fuel dispenser systems from which said customer is dispensing fuel uses said profile word to generate said programming information to said customer during said fueling operation.

24. The system of Claim 16, wherein said programming information comprises update information and advertising information, said update information comprising news, weather, sports, travel, and road condition information, and said advertising information containing product promotions which are related to a select one of said one or more fuel dispensing locations.

25. The system of Claim 16, wherein said programming information is generated at said central location and transmitted to a select one of said one or more fuel dispensing locations for presentation to said customer.

26. The system of Claim 16, wherein said programming information is structured according to priority stipulated by said customer during registration of said customer into a loyalty program.

27. The system of Claim 16, wherein said customer makes modifications to said programming information during the fuel dispensing operation, and said modifications are transmitted to said central location to update said customer profile information.

28. The system of Claim 16, wherein said customer profile information is updated according to a type of purchase, and one or more methods of making payment for said purchase made by said customer at a point-of-sale system affiliated with said one or more fuel dispensing locations.

29. The system of Claim 16, wherein said customer profile information is transmitted to a local office system at said one or more fuel dispensing locations for generation of said programming information, said local office system transmitting said programming information to a select one of said one or more fuel dispensing systems in use by said customer for presentation to said customer during the fuel dispensing operation.

30. The system of Claim 16, wherein each of said one or more fuel dispenser systems is uniquely addressable using a wireless communication system such that said customer profile information is downloaded from said central location to a select one of said one or more fuel dispenser systems from which said customer is dispensing fuel, and modified customer profile information is uploaded to said central location from said select one of said one or more fuel dispenser systems.

FUEL DISPENSER WITH VIDEO DISPLAY ADVERTISING**ABSTRACT OF THE DISCLOSURE**

5 An architecture for providing advertising to a customer during a fuel dispensing operation. One or more fuel dispensing locations having one or more fuel dispenser systems are provided for dispensing fuel to a customer. Customer profile information of the customer is transmitted from a central location to the one or more fuel dispensing locations. The customer profile information is used to generate individualized programming information for presentation to the customer during the fuel dispensing operation.

004720 22360560

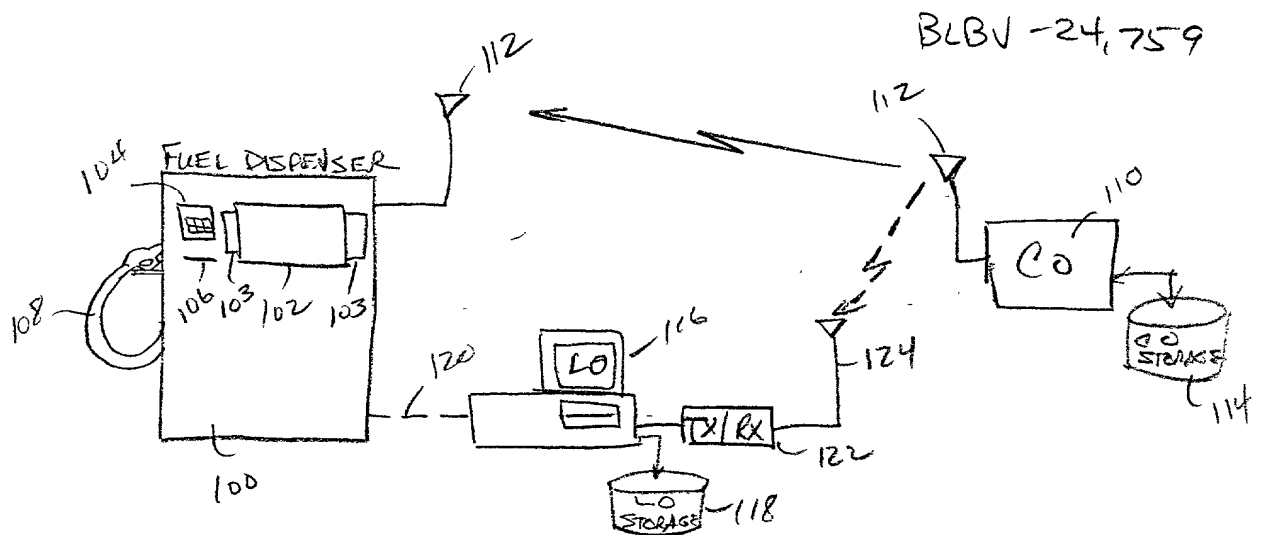


FIG. 1

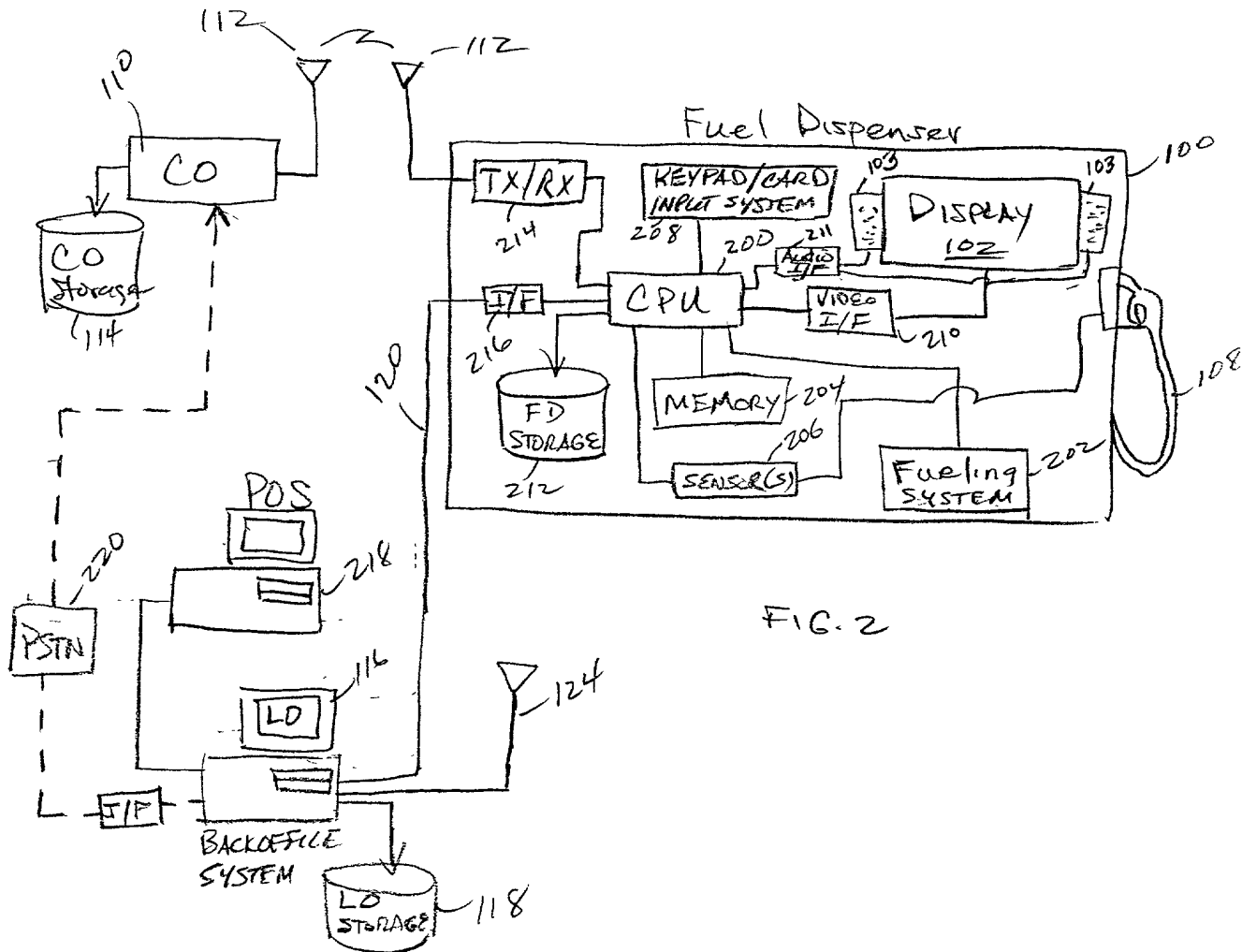
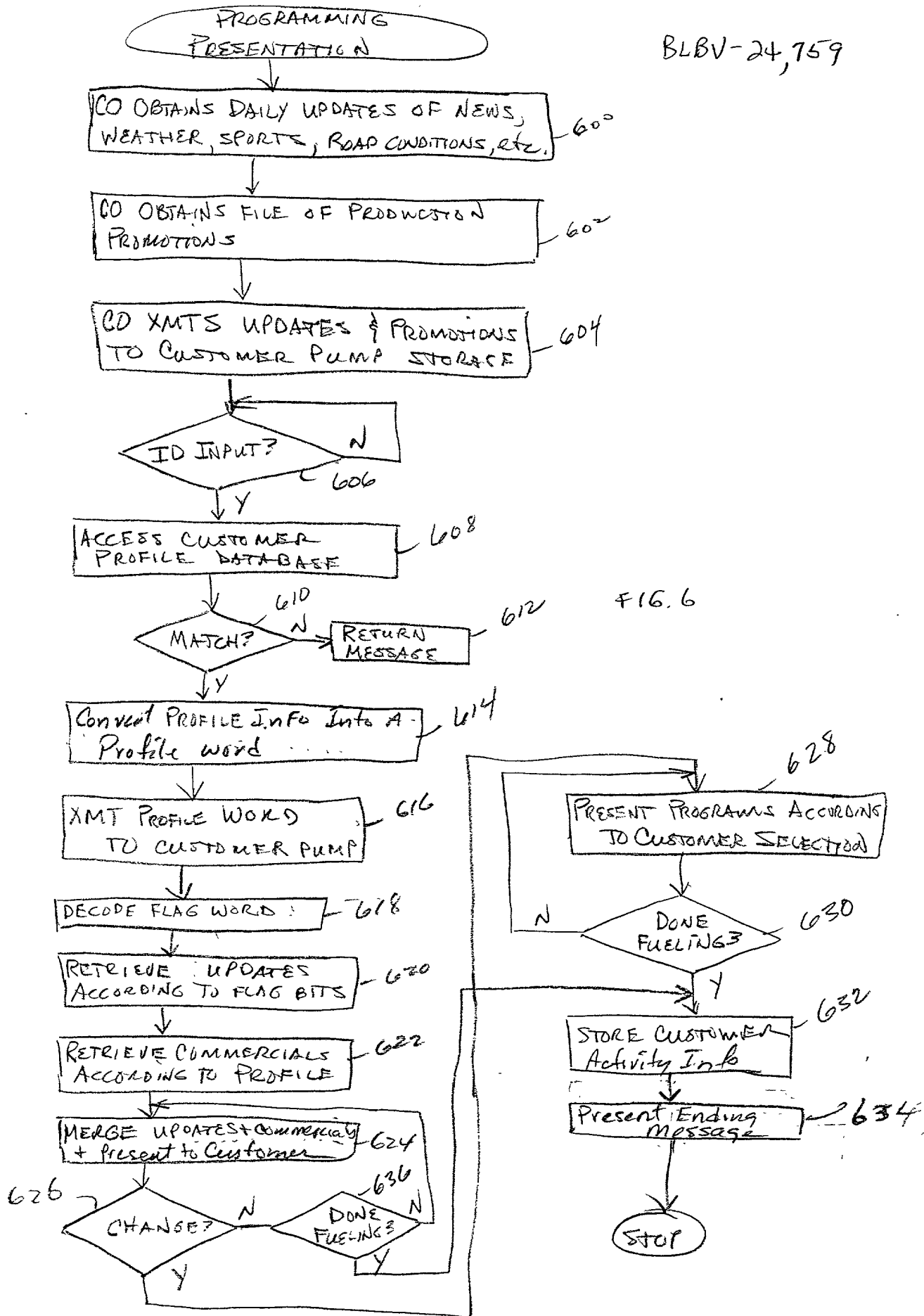


FIG. 2

004720-2650550



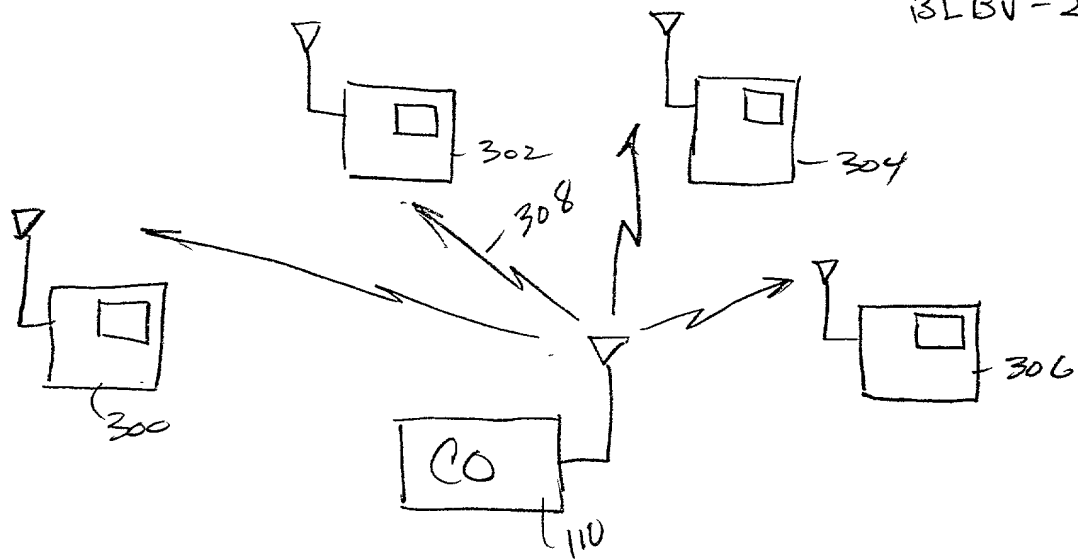


FIG. 3

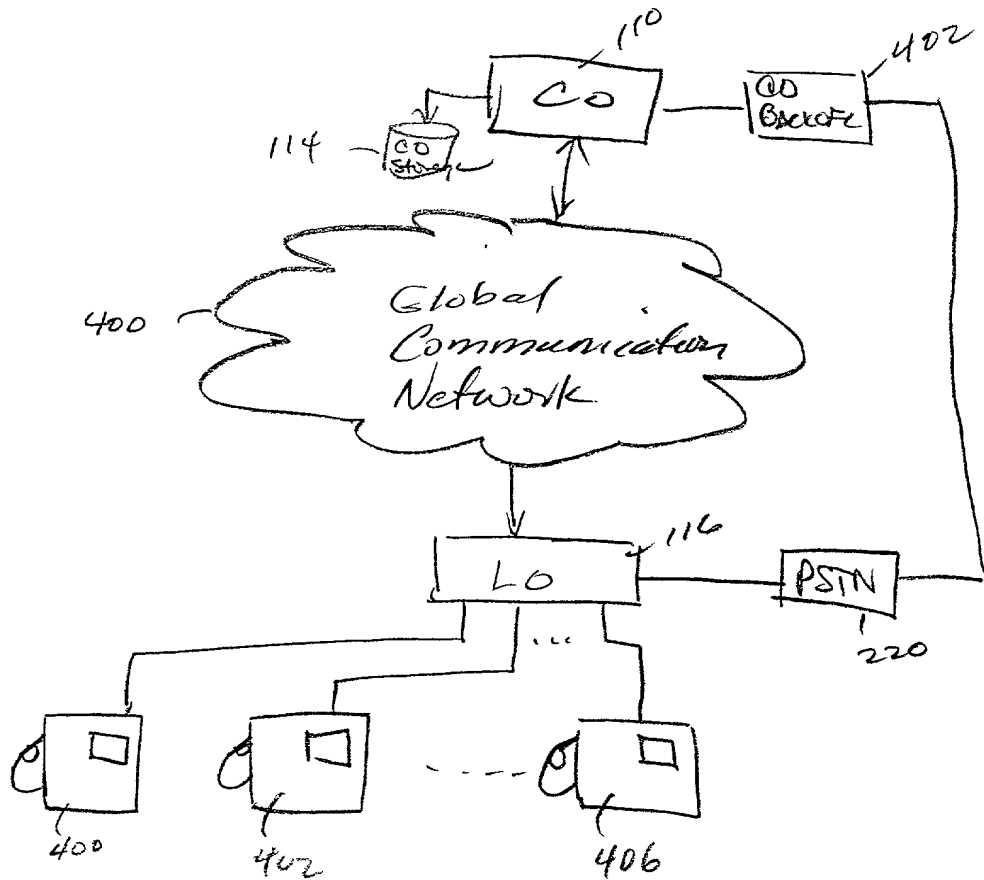


FIG. 4

MPEG PROGRAMMING

BLBV-24,759

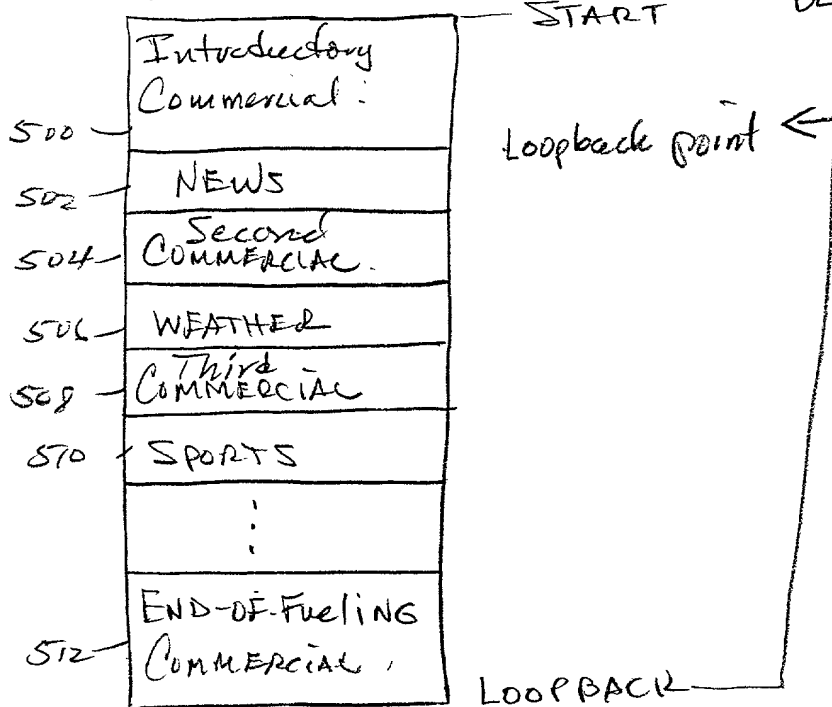


FIG. 5

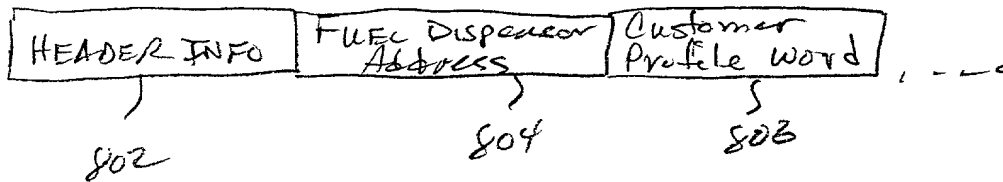


FIG. 8

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BLBN-24,759

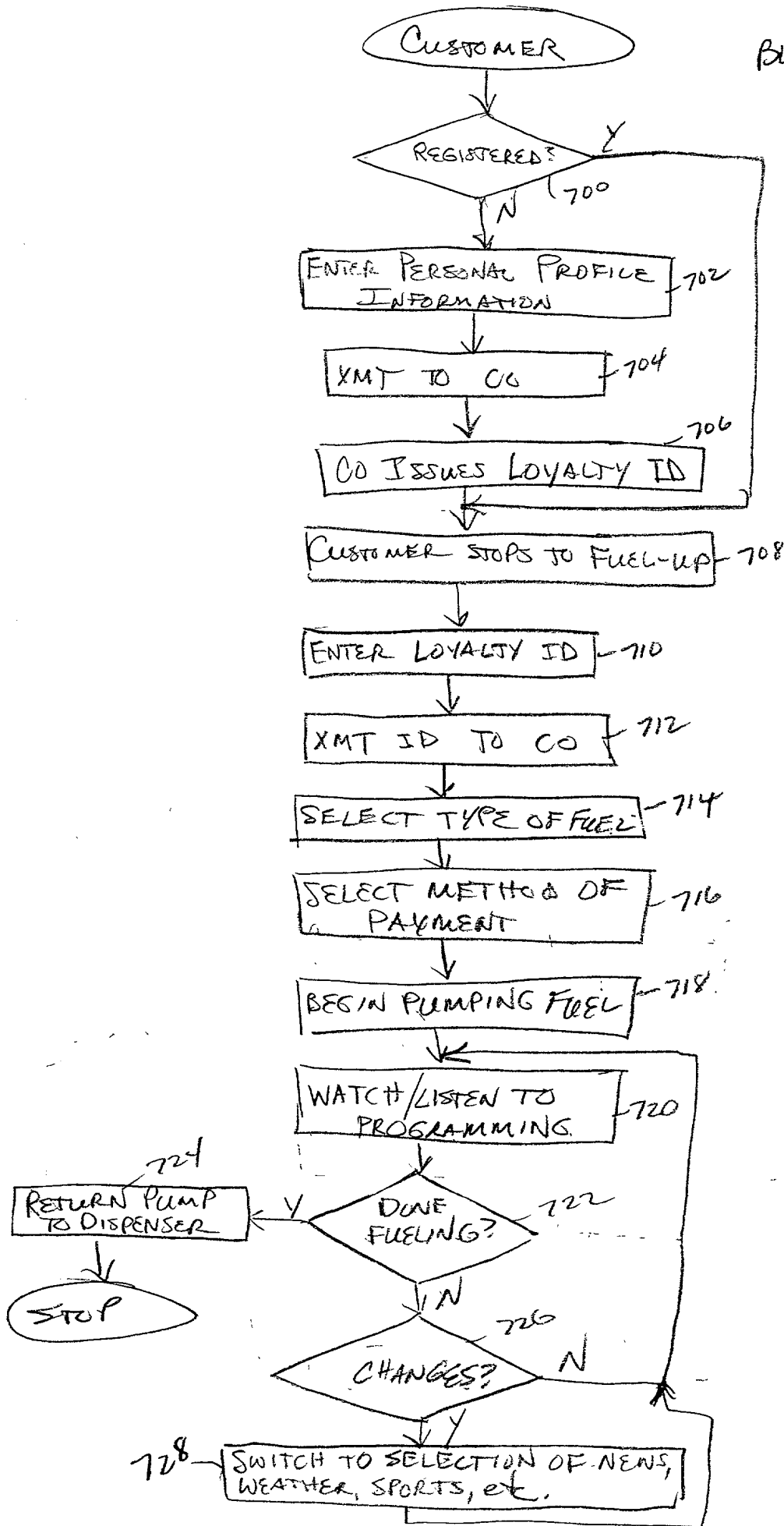


FIG. 7

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name, that I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention, design or discovery entitled:

FUEL DISPENSER WITH VIDEO DISPLAY ADVERTISING

the specification of which is attached hereto, and that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above; that I do not know and do not believe that said invention, design or discovery was ever known or used in the United States of America before my invention or discovery thereof, or patented or described in any printed publication in any country before my invention or discovery thereof, or more than one year prior to this application, or in public use or on sale in the United States of America more than one year prior to this application; that said invention, design or discovery has not been patented or made the subject of an inventor's certificate issued prior to the date of this Application in any country foreign to the United States of America on an application filed by me or my legal representatives or assigns; and that I acknowledge my duty to disclose information of which I am aware which is material to the examination of this application in accordance with 37 C.F.R. § 1.56 (a).

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a) of any foreign application(s) for patent or inventor's certificate listed below and have also identified any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

NONE

I hereby claim provisional priority benefits under 35 U.S.C. § 119(e) of any provisional application(s) for patent or inventor's certificate listed below and have also identified any provisional application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

NONE

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of 35 U.S.C § 112, I acknowledge the duty to disclose material information as defined 37 C.F.R.

§ 156 (a) which occurred between the filing date of the prior application(s) and the national or PCT international filing date of this application:

NONE

I hereby appoint:

Gregory M. Howison, Reg. No. 30,646
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all of the firm HOWISON & HANDLEY, L.L.P., my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, and to file and prosecute any international patent applications based thereon in any foreign country or before any international authorities under the Patent Cooperation Treaty.

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 Atty. Docket No. BLBV-24,759

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Inventor's Signature: _____ Date: _____

Citizenship: US

Atty. Dkt. No.: BLBV-24,759